

Beat: Technology

## Tetra Pak Announces Vice President of Communications

### EMEA

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**USPA NEWS** - Tetra Pak recently announced the appointment of Khaled Ismail as the Vice President of Communications for Europe and Central Asia, in addition to his current role as Vice President Communications for Middle East & Africa Region.

In his role as Vice President of Communications, Khaled will continue to manage Tetra Pak's reputation and corporate identity, sponsorship and crisis management as well as building the company's brand through marketing activities and exhibitions, driving advocacy and employee engagement.

Khaled has more than 25 years of experience, which first started in advertising and then continued into international sales, marketing and brand positioning in FMCG and Food Packaging Industries. During his journey, Khaled has been in senior leadership positions with regional and global responsibilities in over 10 countries with multinational companies including Tetra Pak and The Coca-Cola Company.

Khaled Ismail graduated from Concordia University " " Canada and earned his Bachelor's degree in Commerce. He also completed several executive programmes in leadership and management at Ashridge - UK, IMD - Switzerland and Harvard Business School - USA.

It is worth mentioning that Khaled is the Vice Chairman and board member of the Marketing Society Middle East and a regular speaker at International Marketing and Branding conferences around the world, where he candidly shares his extensive experience, learnings and observations.

### ABOUT TETRA PAK

Tetra Pak is the world's leading food processing and packaging solutions company. Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products that each day meet the needs of hundreds of millions of people in more than 160 countries. With more than 24,000 employees around the world, we believe in responsible industry leadership and a sustainable approach to business. Our motto, "PROTECTS WHAT'S GOODâ„ç," reflects our vision to make food safe and available, everywhere.

More information about Tetra Pak is available at [www.tetrapak.com](http://www.tetrapak.com)

### Article online:

<https://www.uspa24.com/bericht-13467/tetra-pak-announces-vice-president-of-communications.html>

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**Editorial program service of General News Agency:**

United Press Association, Inc.

3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA

(702) 943.0321 Local

(702) 943.0233 Facsimile

[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)

[info@gna24.com](mailto:info@gna24.com)

[www.gna24.com](http://www.gna24.com)